



#### Overstock.com Customer Service Again Ranks #4 Among All Retailers in Nation

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2007 NRF Foundation/American Express Customer Service Survey Results Released

NEW YORK, Jan 16, 2008 (PRNewswire-FirstCall via COMTEX News Network) -- Overstock.com, Inc. (Nasdaq: OSTK) announced today that it held its high rank in the 2007 NRF Foundation/American Express Customer Service Survey. Source: [http://www.nrf.com/modules.php?name=News&op=view&sp\\_id=457](http://www.nrf.com/modules.php?name=News&op=view&sp_id=457).

"Providing great customer service is something that the best retailers have been able to perfect for centuries," said Katherine Marice, vice president of the NRF Foundation. "According to shoppers, Overstock.com is one of the brightest stars for customer service and should be congratulated for this award."

When the NRF Foundation/American Express Customer Service Survey list debuted two years ago, Overstock.com did not appear among even the top 50 companies. Last year, Overstock.com shot to number four on the list and maintained that position again this year, despite tough competition. Stormy Simon, Overstock senior vice president, branding and customer care, attributes the rise to a careful restructuring of the company's customer care department. Ms. Simon's efforts began in 2005 when she assumed management of the department and set up certification and online education programs for customer care agents, installed new CRM software by RightNow Technologies to improve agents' response time to customer inquiries, and ambitiously made it a mission for every employee in the company to perfect the customer experience.

"We are fanatic about giving customers the best experience possible each time they visit and shop on the Overstock site," said Patrick Flynn, Overstock.com chairman and chief executive officer. "Their ranking us above all but three other retailers in the nation, on-line and off-line, could only have been achieved through extraordinary efforts not only of our customer care department in general, and Stormy Simon's super leadership in particular, but also from people throughout the company from website design to product fulfillment. We will always put our customers' needs first as we make further improvements throughout the firm in 2008."

About the Survey

The NRF Foundation is the research and education arm of the National Retail Federation. A non-profit foundation created in 1981, the foundation conducts industry research, develops education and workforce development programs, professional certification programs, and promotes retailing as a career destination.

The NRF Foundation/American Express Customer Service Survey polled 8,877 consumers and was conducted by consumer marketing intelligence firm BiGresearch from September 4-11, 2007. The consumer poll has a margin of error of plus or minus 1.0 percent. Consumers answered the open ended question, "Which retailer delivers the best customer service?" in order to develop a fair comparison, regardless of a retailer's size or geographic coverage, the consumer survey responses were compared to each retailer's 2006 revenues to develop the overall rankings.

About Overstock.com

Overstock.com, Inc. is an online "closeout" retailer offering discount, brand-name merchandise for sale over the Internet. The company offers its customers an opportunity to shop for bargains conveniently, while offering its suppliers an alternative inventory liquidation distribution channel. Overstock.com, headquartered in Salt Lake City, is a publicly traded company listed on the NASDAQ Global Market System and can be found online at <http://www.overstock.com>.

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This press release contains certain forward-looking statements within the meaning of Section 27A of the Securities Act of 1933 and Section 21E of the Securities Exchange Act of 1934. Such forward-looking statements include, but are not limited to, statements regarding customers' satisfaction, improvements in customer response time, customer service as a priority, always putting customer needs first, and further improvements in the company in 2008. Our Form 10-K for the year ended December 31, 2006, our subsequent quarterly reports on Form 10-Q, and our other subsequent filings with the Securities and Exchange Commission identify important factors that could cause our actual results to differ materially from those contained in our projections, estimates or forward-looking statements.

SOURCE: Overstock.com, Inc.

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